

BASIC Share Performance

2045883009

Partial Elasticities for the final Model @

	CARTONS	PACKS
% Gap Variable	Elasticity	Elasticity
Premium -Basic	0.23 *	0.7 *
Basic - Min. Disc	-0.015 *	-0.03 *

@ = The Same model form was used for Carton and Pack Analysis

*= Statistically Significant